



# TAIPEI INTERNATIONAL FOOD SHOW "Food Taipei 2004"

**Updated Recruitment Flyer!**



**June 17 – 20, 2004**

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You are invited to participate in the largest food and beverage show in Taiwan.

- Taiwan is the fifth largest export market for U.S. food and agricultural products.
  - The U.S. is Taiwan's leading supplier of imported agricultural products with a market share of 35 percent.
  - In 2001, Taiwan imported \$2.4 billion of U.S. agricultural products from the U.S.
  - In 2002, over 50,000 visitors including top importers visited Food Taipei.
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The Idaho State Department of Agriculture, in cooperation with the Western United States Agricultural Trade Association and the Agricultural Trade Office in Taiwan, will be coordinating with WUSATA participants for Food Taipei. This is a great opportunity to expand your business in the strong markets within Taiwan!

**FOOD SHOW PLUS!** In conjunction with the trade show, customized one-on-one appointments with key potential importers will be organized, and interpreters will be provided upon request.

Product categories in demand are:

- |                           |                                 |
|---------------------------|---------------------------------|
| • Fresh Fruits            | • Coffee syrups & additives     |
| • Fresh Vegetables        | • Poultry Products              |
| • Selected Dairy Products | • Tree Nuts                     |
| • Snack Foods             | • Processed Fruits Health Foods |
| • Wine                    | • Beef                          |
| • Seafood                 | • Juices                        |

Services and Features at the **U.S. Pavilion:**

1. All booths at the USA Pavilion are located in the best location of the Show venue
2. Furnished booths in ready-to-move-in conditions
3. Free space to conduct marketing seminars and conferences
4. Spacious business lounge
5. Lunch seminar, trade reception and other events
6. One listing in the official show directory

Please contact Gus Eliopulos at the Idaho State Department of Agriculture at Tel: (208) 332-8678 or email at [geliopul@agri.state.id.us](mailto:geliopul@agri.state.id.us) for more information.

If you are interested in registering for this activity, please complete and return the attached reservation form.  
**THE APPLICATION DEADLINE IS March 15, 2004.**

**WUSATA Branded Program funds are available to small companies that qualify. Branded Program participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification is mandatory. Please contact Alexa Hamilton at WUSATA for further details.**  
Phone: 360-693-3373



## Taipei International Food Show "Food Taipei 2004"



Date : \_\_\_\_\_

Company Participating: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Products Exhibiting: \_\_\_\_\_

State of Idaho will invoice the amount shown below for booth space at the US Pavilion upon receipt of the reservation form.

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Booth costs: Standard Booth Fee: US \$2,000.00 (9 square meters)  
Shipping costs: Sample shipping is approximately \$500.00 for ever 300 kilos.

**Price Reduction!**

Special Conditions: \_\_\_\_\_

Check:

**Please make checks payable to WUSATA, and mail to:**  
Idaho State Department of Agriculture  
Attn: Gus Eliopulos  
2270 Old Penitentiary Road  
Boise, Idaho 83712

**Cancellation Policy:**

After May 17, 2004 – 30 days or less notice ----0% of Total Cost (No reimbursement)

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**PLEASE RETURN THIS FORM BY FAX: (208) 334-2879,**  
**REGISTRATION DEADLINE: March 15, 2004**

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Date**

The Western United States Agricultural Trade Association (WUSATA) does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital/family status. Persons with disabilities who require alternative means for communication of information (such as Braille, large print, sign language interpreter) should contact WUSATA at 360-693-3373.